



YMCA NSW

Community Impact Report 2012

The YMCA is a vibrant, self-funding, not-for-profit charity delivering contemporary programs focused on family, healthy living, developing young people and those less fortunate.





CONTENTS

President & CEO's Report	3
Our Impact	4
YMCA NSW: A year in review	6
Member impact: Dylan's Story	8
Staff impact: Luke's story	9
Governance, YMCA NSW	10
YMCA Swimathon 2012	11
Thank you	12

WE STAND FOR

**FAMILY
HEALTHY LIVING
DEVELOPING YOUNG PEOPLE
THOSE LESS FORTUNATE**

PRESIDENT & CEO'S REPORT

We are proud to share another exciting year of progress for the Y under our new name, YMCA NSW, which appropriately reflects the growth, expansion and diversity of the services we offer not only in Sydney but across the state.

The past year has been truly exciting and challenging for the Y and we are pleased to share our annual reflections highlighting the achievements of our dynamic organisation.

During 2012 the Board of Directors and Y staff focused on working towards our strategic plan; communicating our commitment to and advocating for family, healthy living, developing young people and those less fortunate.

2012 was a year of continued growth, development and expansion of our staff, facilities and programs in Sydney and throughout NSW. Notable growth was experienced in YMCA OSHC services, with an increase in the number of facilities in schools over the year, as well as the success in aquatic centre management contracts in partnership with local government and, for the first time, with the University of New South Wales.

Significant events over the past 12 months include the YMCA Charity Golf Day, which raised funds for the Y's Siblings Reconnect, the YMCA Swimathon, which raised over \$55,000 in NSW in its first year, the opening of a Y Women's Health Club at the Morris Iemma Indoor Sports Centre, and the largest YMCA NSW Youth Parliament with all but one electorate represented from across the state.

We are sincerely grateful for all of our Board Members and their ongoing contributions, enthusiasm and commitment to the Y. We must acknowledge our dedicated team of managers, staff and volunteers without whom the great work of this organisation would not be possible. The year ahead is certain to present more challenges and opportunities for the Y as we enter year three of our Strategic Plan and look to consolidate a lot of the growth and change we experienced in 2012.

On behalf of the YMCA NSW, we would like to thank everyone who contributed to the Y's success in 2012 and look forward to all that is to come in 2013.



Sincerely,

A handwritten signature in dark ink, appearing to read 'David Mayes'. The signature is fluid and cursive.

David Mayes
President, YMCA NSW

A handwritten signature in dark ink, appearing to read 'Phillip Hare'. The signature is stylized and cursive.

Phillip Hare
CEO, YMCA NSW

In 2012, the Y enjoyed a healthy surge in community participation and membership across the state, proving that the Y is needed and valued today as it has been over the past 160 years.



237,957 participations in community sports competitions
up 39% from 170,400

1.59m visits to Y aquatic centres
up 12% from 1.4m

1.35m visits to health and fitness facilities
up 22% from 1.1m

89,499 participations in Y gymnastics programs

748 children attended Breakfast Club

122,177 participations in Y School Services program



15,141 stays at a Y camp



3.9m visits to a Y
up 14% from 3.4m

515,695 attendances at Y Children's Services
up 26% from 404,000



3,258 aquatic members
up 25% from 2594

17,236 Learn-to-Swim
members **up 31%**
from 13,143

EVERY COMMUNITY
DESERVES A Y.

504 Teen
Gym members



944 PrYme
Movers

262 Brightside members
up 35% from 193

3,625 family memberships
(10,419 individuals) **up 8%**
from 3336

\$773,437 fundraised
for those less fortunate in our
communities



4,376
gymnastics
members

22,740 health and
fitness members
up 38% from 16,415

YMCA NSW: A YEAR IN REVIEW

MOBILE WEBSITE LAUNCH

The Y officially launched its first mobile website, giving its members in NSW, as well as the general public, access to fitness and aquatic information at the click of a button. The mobile site is a first for the recreation industry. One of the main features is “Find your local Y”, which makes it quick and easy for people to locate their closest centre.

In the six months to December 2011, more than 45,000 unique visitors accessed the YMCA's website from a mobile device, an increase of 150% on the previous six-month period. In December 2011 alone, there were almost 10,000 unique visits to the YMCA website from a mobile device, a 300% increase year-on-year.



YMCA EPPING REDEVELOPMENT

YMCA Epping completed a 12-month redevelopment, transforming the centre into a modern, multi-sport facility and community hub with an increased focus on family fitness.

The \$1.1 million project saw the creation of a new, state-of-the-art Community Health and Fitness Centre and the revitalisation of the centre's façade, significantly improving the look and presence of the centre, a cornerstone of community sport and recreation for over 50 years.

The Y invested a total of \$600,000 in the upgrade, with a \$101,000 investment made by the NSW State Government thanks to the Community Building Partnerships program and through community fundraising.

Y WOMEN'S HEALTH CLUB LAUNCH

The Y Women's Health Club is more than a gym; it's a community initiative encouraging healthy living with effective exercise and good eating habits. Launched on 17 July, the first club was established at Morris Iemma Indoor Sports Centre after the centre noticed a need for a women's only club in the community. On average, 60 women use the club's facilities each day.

The project was made possible with the assistance of the Canterbury Leagues Club's grant program.



YMCA NSW YOUTH PARLIAMENT 2012

In its 11th year, 110 youth parliamentarians representing 93 electorates converged on the floor of the NSW Parliament Legislative Assembly. The program promotes youth-led advocacy, active community leadership and legal and Parliamentary education. The program has grown significantly since its inception in 2002, with over 800 young people across NSW having participated.

BRAND NEW DAY

In 2012, the Y entered into a Brand New Day, with the unveiling of a new branding and messaging strategy. Designed to better communicate who the Y is and what it stands for, the strategy was a result of more than two years of analysis and research. It is hoped the contemporary brand will position us for future success as the leading charity for family, healthy living, developing young people and those less fortunate.





CHARITY GOLF DAY

On October 15, 100 people took to Macquarie Links International Golf Club for the third annual YMCA Charity Golf Day. A total of \$62,832 was raised, with funds going towards the Y's Siblings Reconnect camps. Held at Camp Yarramundi each school holidays, Siblings Reconnect aims to bring together children in foster care with their siblings, allowing them the chance to catch-up and build familial bonds. The funds raised from the YMCA Charity Golf Day 2012 will allow almost 200 children to attend a five-day camp.

PAID PARENTAL LEAVE

The Y announced the launch of its new Paid Parental Leave Scheme, reflecting its focus on families and family-friendly employment policy. The scheme complements other family-friendly work policies at the Y, including flexible work arrangements and a bonus "family" leave day on Christmas Eve.

This new scheme will pay staff over and above the 18-week Government Paid Parental Leave Scheme by topping up the minimum wage payment to an employee's equivalent salary. Primary caregivers – whether the mother or father – will be eligible for the 18-week top up pay, with partners receiving two weeks top up pay in line with the Government's launch of Dad and Partner Pay from 1 January 2013.



SBS TV CAMPAIGN LAUNCH

In November, the Y launched a national campaign in partnership with the SBS Foundation. The 30-second TV campaign aimed to raise awareness for all Australians, particularly those from Indigenous and culturally-diverse communities, of the importance of learning how to swim as annual drowning rates continue to grow at alarming levels.



HUNTER VALLEY FAMILIES CAMP

On 5-7 November, the first Hunter Region Family Camp was held at Camp Yarramundi. The weekend was designed to give families in need some time away together. Some of the families included parents who have foster children as well as children of their own, and were especially grateful for the chance to bond and connect with others in a similar situation. 16 families benefitted from the time away, creating lasting support networks and friendships. It is hoped the camp becomes an annual event.



CAMP YARRAMUNDI WORKS

Works were completed on Camp Yarramundi cabins for the first time in their almost 80 year history. Each cabin now has its own ensuite, which means campers don't have to make the quick dash to the amenities block during the cold hours of the night. The works also mean that the cabins near the river, traditionally the most difficult to fill due to their distance from amenities, all have their own ensuites and are now, by far, the most popular. The works also included an upgrade of the sites paths, costing a total of \$350,000 and funded entirely by the Y.



The Y's commitment to nurturing the potential of every young person stems from the belief that values and skills learnt early on are vital building blocks for life.

Dylan Nelson knows this beyond doubt because he's seized those building blocks to construct a life he never dreamt of as a scared seven-year-old on his first visit to the Y's Camp Yarramundi a decade ago.

As one of around 10,000 young people annually who spend time at the outdoor education centre near

Richmond, Dylan was immediately made to feel at home at Camp Yarramundi – so much so that he begged to return at the next opportunity.

"I loved going to camp every school holidays because I made so many friends and learnt so much," he recalls.

"When I was invited on a Y leadership program for young people with potential, I couldn't have answered 'yes' any faster!"

The program taught Dylan how to run holiday camp activities, something he enjoyed so much that he


hopes to work at Camp Yarramundi after completing his carpentry apprenticeship. Dylan also relished opportunities to attend a leadership camp at Uluru and assist in cleaning up Brisbane following the 2010 Queensland floods.

"I don't know where I would be without the Y, but I would probably not be as capable or have such an exciting future to look forward to," Dylan says. "Now, I have confidence that I can accomplish anything."



“Now, I have confidence that I can **accomplish anything.**”

- Dylan Nelson
YMCA Camper



“Everyone was saying what a **hero** I was, but to me I was just **doing my job.**”

- Luke Felton
Mt Annan Lifeguard

Working as a lifeguard at the Y-managed Mount Annan Leisure Centre and Camden Pool isn't just a job for Luke Felton; it's the fulfilment of a dream.

The 17-year-old was just five when he joined a Y Learn-to-Swim program. In the years that followed, he experienced first-hand many of the great programs that the Y has to offer, including Teen Gym and Junior Fitness Leader. In fact, his first paid job was as a Y Birthday Party instructor.

Yet, he had just one goal in mind.

“I couldn't wait to turn 16 years old so I could lifeguard,” Luke says. “It was my dream. Now I'm actually doing it, I love it.”

He's also very grateful for the professional training he received, which proved invaluable in September 2012 when a frantic father reported his small son missing. Reacting immediately, Luke reported the incident to the duty officer, who located the three-year-old and pulled him unconscious from the water where Luke applied

oxygen. The lifeguards' rapid and skilful response fortunately resulted in the successful resuscitation of the boy.

“Everyone was saying what a hero I was, but to me I was just doing my job,” Luke says. “If not for the Y, I would almost certainly not have had the training or confidence to do what I did that day.”

GOVERNANCE, YMCA NSW

Our Board

David Mayes, President since 2008 (Director since 1991)
Occupation: Director, Robertson & Marks Architects

Bob Parcel, Vice President since 1980 (Director Since 1978)
Occupation: Retired

Grahame Wheeler, AM Treasurer since 2008 (Director since 1961)
Occupation: Retired

Annalisa Haskell, Director since 2009
Occupation: CEO, NSW Local Government Managers Association

Sarah Hawthorn, Director since 2009
Occupation: Managing Director, Avviso Public Relations Pty Ltd

Paul Hughes, Director since 2009
Occupation: CEO, Newcastle Airport

Jock Kelso, Director since 2009
Occupation: Managing Director, Mediamart Services Pty Ltd

Marg Lennon, Director since 2009
Occupation: Director, Unlimited People Potential Pty Ltd

Janine Modaro, Director since 2009
Occupation: Director, Service Management, Network Applications & Services, Telstra

Renee Saibi, Director since 2009
Occupation: Employee Relations Adviser, Jetstar Airways

Executive Staff

Phillip Hare, Chief Executive Officer

BJ Davis, General Manager, Camping

James Ellender, General Manager, Marketing, Communications and Fundraising

Brendan Owens, General Manager, Recreation

Kylie Pearson, General Manager, Human Resources

Sathy Sappany, Chief Financial Officer

Liam Whitley, General Manager, Children's Services

YMCA Governance Committees

The Y enjoys the benefit of a close Staff-Director partnership through our Committees, strengthening the inherent trust between both roles and providing tangible support and improved knowledge sharing.

Committees of the Board play an important role in achieving the good governance of YMCA NSW and delivering the vision of our strategic plan.

The Committees have successfully taken on the detailed tasks and consideration of delegated appropriate matters, while still seeing the Board maintain decision-making control.

Governance Committee
Chair David Mayes

Finance and Audit Committee
Chair Grahame Wheeler AM

Property and Assets Committee
Chair Bob Parcel

Fundraising Committee
Chair Jock Kelso

Communications and Partnerships Committee
Chair Annalisa Haskell

Safety, Environment and Security Committee
Chair, Renee Saibi

Rural and Regional Committee
Chair, Grahame Wheeler AM





Over **500** swimmers participated across NSW, raising a total of **\$55,111**

On Sunday 11 March the YMCA Swimathon

was held in every state and territory in Australia; a first ever outcome for the YMCA in Australia and, possibly, the YMCA throughout the world. The YMCA Swimathon saw close to 1200 people participate across 69 pools and fundraise almost \$110,000 for local communities.

Over 500 swimmers participated across NSW, raising a total of \$55,111.

YMCA NSW was recognised by YMCA Australia for its outstanding contribution to the Australian YMCA movement in founding the national fundraising event.

Gifts \$5,000 to \$19,999

YMCA Cook + Phillip Park Staff, Members and Volunteers
 YMCA Ian Thorpe Aquatic Centre Staff, Members and Volunteers
 YMCA Hawkesbury Oasis Staff, Members and Volunteers
 YMCA Great Lakes Aquatic & Leisure Centre Staff, Members and Volunteers
 YMCA Mount Annan Leisure Centre Staff, Members and Volunteers

Gifts \$1,000 to \$4,999

YMCA Lakeside Leisure Centre Staff, Members and Volunteers
 YMCA Toukley Aquatic Centre Staff, Members and Volunteers
 YMCA Kurri Kurri Aquatic Centre Staff, Members and Volunteers
 YMCA Tomaree Aquatic Centre Staff, Members and Volunteers
 YMCA National Centre of Indigenous Centre Staff, Members and Volunteers
 YMCA Camden Outdoor Pool Staff, Members and Volunteers
 YMCA Singleton Gym and Swim Staff, Members and Volunteers
 YMCA Cooma Pool Staff, Members and Volunteers

Gifts up to \$999

YMCA Narooma Aquatic Centre Staff, Members and Volunteers
 YMCA Batemans Bay Swim Centre Staff, Members and Volunteers
 YMCA Tiligerry Aquatic Centre Staff, Members and Volunteers
 YMCA Moruya Swim Centre Staff, Members and Volunteers
 YMCA The Entrance Staff, Members and Volunteers
 YMCA Macksville Memorial Aquatic Centre Staff, Members and Volunteers
 YMCA Wyong Olympic Pool Staff, Members and Volunteers

THANK YOU TO OUR PARTNERS

Community Recreation Partners

Bankstown City Council
Broken Hill City Council
Camden Council
Campbelltown City Council
Canterbury City Council
Cessnock City Council
City of Ryde Council
City of Sydney Council
Cooma Monaro Shire Council
Eurobodalla Shire Council
Hawkesbury City Council
Hornsby Shire Council
Great Lakes Council
Greater Taree City Council
Goulburn Mulwaree Council
Ku-ring-gai Council
Nambucca Shire Council
Muswellbrook Shire Council
Port Stephens Council
Rockdale City Council
Singleton Council
Sutherland Shire Council
Wyong Shire Council
University of New South Wales

Camping Partners

Sydney Olympic Park Authority

Children's Services Partners

All Saints Primary School, Liverpool
Arncliffe Public School
Beaumont Road Public School, Killara
Blackett Public School
Brooke Avenue Public School, Killarney Vale
Caringbah Public School
Chifley Public School, Malabar
Claremont Meadows Public School
Dalmeny Public School, Prestons
East Hills Public School
Georges Hall Public School
Glendore Public School, Maryland
Glenfield Public School
Glenwood Public School
Hamilton Public School
Hammondville Public School
Harrington Street Public School, Cabramatta
Homebush West Public School
Ingleburn Public School
Kincumber Public School
La Perouse Public School

Laguna St Public School, Caringbah
Lisaro Public School
Lycee Condorcet School, Maroubra
Lynwood Park Public School, Blacktown
Marrickville Public School
Matraville Public School
Mount Riverview Public School
Narrabeen Lakes Public School, Narrabeen
Newbridge Heights Public School, Moorebank
Niagara Park Public School
Nuwarra Public School, Moorebank
Our Lady of Fatima Primary School, Caringbah
Our Lady of the Rosary Primary School, Fairfield
Our Lady of Victories Primary, Shortland
Padstow Heights Public School
Padstow North Public School
Padstow Park Public School
Panania North Public School
Panania Public School
Prestons Public School
Revesby Public School
Revesby South Public School
Rooty Hill Public School
Sackville Street Public School, Ingleburn
Shoal Bay Public School

St Alosyus Primary School, Caringbah
St Francis Xavier's Primary School, Lurnea
St George Christian School, Hurstville
St James Primary School, Kotara South
St Joseph's Primary School, Belmore
St Joseph's Primary School, Charlestown
St Lukes Primary School, Revesby
St Mary's Primary School, Warners Bay
St Mary's Public School
St Partick's Primary School, Lochinvar
St Patrick's Primary School, Sutherland
St Paul's Primary School, Rutherford
St Therese's Primary School, New Lambton
Surveyors Creek Public School
Tomaree Public School, Salamander Bay
Tower Street Public School, Panania
Walters Road Public School, Blacktown
Wamberal Public School
Wentworthville Public School
Werrington County Public School, Werrington
Winston Hills Public School

THANK YOU TO OUR DONORS

Gifts \$20,000 and above

NSW Community Building Partnerships

Gifts \$5,000 to \$19,999

NSW Mine Safety Advisory Council (MSAC)
Health and Safety Community Grants
Auburn ClubGRANTS
Canterbury ClubGRANTS
NSW Office of Communities: Sport and Recreation
NRMA
Camden Community Small Grants Program
YMCA Broken Hill

Gifts \$1,000 to \$4,999

NSW Department of Recreation
Bankstown City Council's Annual Grants Program — Community, Youth, Arts/Culture, Sport and Recreation
Campbelltown ClubGRANTS
Peabody Energy
Hawkesbury ClubGRANTS
Jock Kelso
Phil Hare
Janine Modaro
Marg Lennon
Schweppes Australia
David Mayes

Gifts \$100 to \$999

Canterbury Council Financial Assistance Program
Cessnock Council
The Healing Foundation
NSW Seniors Week Grants 2012
Penrith City Council
Sathy Sappany
Sarah Hawthorn
Simon Yu
Anne Yu
Annalisa Haskell
C Everett
Cameron Lilburn
Christopher van Ede
David George
Malcolm Rathbone